ProForm® Descriptions

ARMS

Adjustable, Non-Slip Handlebars
~~Ergonomically~~ Specifically designed for comfort, the non-slip handlebars cut down on fatigue, so you can ride longer. W~~Plus, w~~ith the adjustable height, you can also find your perfect fit.

Upper-Body Workout Arms with Comfortable, Soft Grips
Get a total-body ~~, low-impact~~ workout with low-impact ~~-~~upper-body workout arms. Elliptical training engages your entire body, burns more calories, and tones more muscle for faster results.

Adjustable, Non-Slip Handlebars
These non-slip handlebars are ~~ergonomically~~ designed to cut down on fatigue and prevent discomfort. Adjust the height to find the right fit and ~~stay comfortable~~enjoy your workout with the added handlebar grips.

Comment [a1]: This phrase seems awkward, and this description contains two forms of "comfort" so it may be best to change one.

PEDALS

Dual-Sided Pedals, SPD and Toe Cage
Compatible with the majority of cycling-appropriate shoes, these dual-sided pedals accommodate both high-performance SPD cleats and traditional fitness shoes.

Oversized, Slip-Resistant Pedals
Experience ~~better~~ stability as you exercise with these~~These~~ large pedals that allow you a number of different foot positions~~ and provide great stability as you exercise~~.

Oversized, Cushioned Pedals
Experience ~~better~~ stability and comfort as you exercise with these~~These~~ large, cushioned pedals that allow you a number of different foot positions~~ and provide stability and comfort as you exercise~~.

Oversized Pedals
Experience ~~great~~ stability as you exercise with these~~These~~ large pedals that allow you a number of different foot positions~~ and provide great stability as you exercise~~.

Oversized Pedals with Angle Adjustment

Target different muscle groups and find a better fit with these adjustable pedals. Three angle adjustments isolate different muscles and create a more dynamic workout. You can qQuickly personalize your toe-to-heel angle for a more comfortable stride.~~.~~

Oversized, Adjustable Pedals with Cushioning

Target different muscle groups and find a better fit with these adjustable pedals. Three angle adjustments isolate different muscles and create a more dynamic workout. You can qQuickly personalize your toe-to-heel angle for a more comfortable stride.~~.~~

Pedals with Toe Cages

Designed to keep your feet in place, these pedals increase stability with their built in ~~are built with~~ toe cages ~~to increase stability~~. For added intensity and advanced users, the pedals can be used with the opposite side up.

Pedals with Toe Straps

Designed to keep your feet in place, these pedals increase stability with their built~~d~~ in ~~are built with~~ adjustable toe straps ~~to increase stability~~. For added intensity and advanced users, the pedals can be used with the opposite side up.

Comment [BI2]: Shouldn't we emphasize the cushioning since this is in the title? This deserves at least a marginal comment.

Comment [BI3]: This compound should by hyphenated.

Comment [BI4]: hyphenate

Comment [BI5]: does the benefit of this feature need more explanation.

QUICK CONTROLS

In-Handle Quick-Touch Controls

Quickly personalize any workout with these in-handle controls. Conveniently built ~~-~~in to the handlebars, these controls make it easy to adjust your resistance and incline ~~on the go,~~ during any workout.~~.~~ Increase the intensity of your training or adjust the settings for quick interval changes to mix up your workout and get more dynamic results.

-3–0% Quick Decline™ Controls

It's the newest revolution to the treadmill workout—walking at a decline. For faster results, a~~A~~ctivate different muscle groups and burn more calories than you would walking on a flat surface ~~for faster results~~.

0–15% Quick Incline™ Control

Boost your performance with Quick Incline™ Controls. Walking at an incline reduces impact on your joints and will help you burn fat calories ~~fast~~more quickly.~~.~~ ~~Plus,~~ W~~w~~alking or jogging at an incline will also add variety to your workout. Quick controls easily adjust your incline with the touch of a button.~~.~~

0–10 MPH QuickSpeed® Control

Instead of tediously scrolling through options, QuickSpeed® Control allows you to instantly change the speed of the treadmill between 0–10 MPH with the touch of a button.

Quick Target Toning™ Workouts

Target your trouble spots with these special programs designed to work specific areas of your body like glutes, quads, hamstrings, upper body and more. Just press the muscle group you want to focus on and the elliptical will automatically control the resistance and the incline for you.

Quick Workouts
Instantly select your desired program with the single touch of a button, instead of having to scroll through multiple menus or options.

Speed and Incline Controls
~~Instantly change the speed and incline of the treadmill.!~~ With the single touch of a button, quickly adjust your speed from 0–18 KPH and your incline from 0–10%. You'll never waste time scrolling through menus and options again.~~!~~

Light Touch™ Interactive Controls
These sophisticated controls respond to the slightest touch and light up for easier navigation.

WARRANTY

Warranty
~~The ProForm® Power 995 Treadmill is protected with~~ A~~a~~ Lifetime Frame Warranty, Lifetime Motor Warranty, 3-Year Parts Warranty and 1-Year Labor Warranty protect the ProForm® Power 995 Treadmill.

NordicTrack® Descriptions

1-TOUCH™ CONTROLS

Digital Resistance Levels with 1-Touch™ Control (Elliptical)
Burn more calories with the touch of a button. Adjustable resistance controls quickly add intensity to your workout and personalize your results.~~!~~ ~~Plus~~Also, with SMR™ Silent Magnetic Resistance, every adjustment is quiet, smooth, and natural.

-6–0% 1-Touch™ Decline Control

Comment [a6]: As a consumer, I'm curious how this works. Am I saved from scrolling because this is a giant screen with every option on it, which I will have to search through anyway, or are there simply very few options, so I won't have to scroll through a bunch?

Comment [a7]: We are confused about what the benefit of this control actually is, so we don't know what to emphasize.

Comment [RDB8]: We changed this to active voice so that the emphasis was on the warranty.

It's the newest revolution to the treadmill workout—walking at a decline. For faster results, a~~A~~ctivate different muscles and burn more calories than walking on a flat surface ~~for faster results~~.

0–15% 1-Touch™ Incline Control
With the touch of a button, quickly adjust your incline up to 15%. Higher inclines reduce impact on your joints and help you add variety to your workout.

0–15% 1-Touch™ Incline and 3–0% 1-Touch™ Decline Control
With the touch of a button, quickly adjust your incline up to 15% ~~and~~ or your decline to -3%. Higher inclines reduce impact on your joints and help you add variety to your workout.~~,~~ ~~while~~ D~~d~~ecline training will help build leg strength and power.

In-Handle 1-Touch™ Controls
Quickly personalize your workout intensity at any time with in-handle controls. Speed and incline arrows are conveniently built ~~-~~in to the handlebars for easy access.~~!~~

0–12 MPH 1-Touch™ Speed Control
Quick controls instantly adjust your speed from 0–12 MPH with the touch of a button. You can stay focused on your performance instead of scrolling through speed settings ~~found on other treadmills~~.

1-Touch™ Workout Programming
Select your preferred workout with ~~the~~ a single touch of a button. Each workout button has a diagram so you can easily choose the right workout without any guesswork.

Comment [a9]: Good benefit

ARMS

Adjustable, Non-Slip Handlebars with Grips
These non-slip handlebars are ~~ergonomically~~ designed to cut down on fatigue and prevent discomfort. Adjust the height to find the right fit. ~~and stay comfortable with the padded handlebar grips.~~ E~~P~~lus, elbow pads also give you the comfort and support you need as you work of those calories~~during your ride~~.

Comment [a10]: A form of comfort is used 3 times, what can we substitute?

Upper-Body Workout Arms with Soft-Touch Grips
Get a total-body workout for faster weight loss ~~with upper body workout arms. Just~~ just by adding these workout arms to your exercise.~~,~~ Y~~y~~ou'll get twice the calorie-burning results.~~!~~ ~~Plus,~~ W~~w~~ith soft-touch grips, these upper-body arms are easy to hold and keep you comfortable throughout your workout.

PEDALS

Adjustable, Oversized Muscle Tone Cushioned Pedals
Quickly adjust these oversized ~~the PRODUCT NAME~~ pedals to target different muscle groups and get a better individual fit. With three~~3~~ angle adjustments, you can personalize your toe-to-heel angle for a more comfortable stride. Each adjustment also targets different muscle groups for faster results.~~!~~

Adjustable, Oversized Pedals with Cushioning
Quickly adjust ~~the PRODUCT NAME~~these oversized pedals to target different muscle groups and get a better individual fit. With three~~3~~ angle adjustments, you can personalize your toe-to-heel angle for a more comfortable stride. Each adjustment also targets different muscle groups for faster results.~~!~~

Large, Self-Leveling Pedals
~~These~~Self-leveling ~~articulating~~ pedals keep your feet level, reduc~~ing~~ ankle rotation and mak~~ing~~ your workout more comfortable. ~~Plus you~~You can adjust the fitting to make sure your feet stay securely on the pedals while exercising, letting you focus on ~~working out!~~your workout.

Oversized Pedals
These large pedals allow ~~you~~ multiple foot positions for personalized comfort and provide great stability as you exercise.

Oversized Pedals with Cushioning
Stay comfortable throughout your workout with cushioned pedals. They're oversized to accommodate multiple sizes and offer a number of different foot positions.

Pedals with Toe Cages and Straps
Designed to keep your feet in place, these pedals are built with toe cages and straps. For added intensity ~~and advanced users~~, the pedals can be used with the opposite side up.

Quick-Stop Braking System
It's easy to stay in control with this innovative braking system. Built for a fast-paced cardio workout, you can quickly start and stop at any time.

WARRANTY

Warranty
~~The E 9.0 Elliptical is protected by~~ A~~a~~ Lifetime Frame Warranty, 3-Year Parts Warranty and 1-Year Labor Warranty protect the E 9.0 Elliptical.

HealthRider® Descriptions

ARMS

Upper-Body Workout Arms with Soft-Touch Grips
Burn twice the calories with upper-body workout arms! Featuring soft-touch grips, these workout arms are easy to hold and keep you comfortable throughout your workout.

ONE-TOUCH™ CONTROLS

0–18 KPH OneTouch® Speed Control
Instead of scrolling through options, OneTouch® Speed Control allows you to instantly change the speed of the treadmill between 0–18 KPH with the single touch of a button.

0–10% OneTouch® Incline Control
~~The best and most convenient incline adjustment,~~ OneTouch® Incline Control allows you to instantly and conveniently change the incline for better results.

OneTouch® Workouts
~~Instead of tediously scrolling through different workouts,~~ T~~t~~his feature helps you save time with quick console controls to prevent tediously scrolling through different workouts. Simply select your preferred program with the touch of a button, and you're ready to go!

Quick-Touch™ Controls
Keep your workout momentum with these convenient speed and incline controls. They're built directly into the treadmill handlebars for easy access, so you can adjust your workout intensity without losing focus.

PEDALS

45 – 50 cm Adjustable Stride Length
Change your stride for a better individual fit with adjustable stride length. Perfect for multi-user families, this elliptical boasts the longest stride available—50 cm.

Oversized, Non-Slip Pedals
Target different muscle groups for more balanced results! Oversized pedals offer ~~a~~ several different foot positions for maximum lower-body toning. Plus, non-slip pedals deliver incredible stability.

FreeMotion® Descriptions

ARMS

Soft-Touch Upper-Body Workout Arms
Accelerate your weight loss with this total-body, low-impact workout. Upper-body workout arms engage your arms and core as well as your lower body for greater calorie burn, increased muscle tone and unmatched results.

PEDALS

18 – 20" Adjustable Stride
Sculpt and tone your lower body by changing the way your muscles work. With each stride adjustment, you'll target different muscle groups for more defined results.

Oversized, Adjustable Pedals with Cushioning
Quickly adjust your toe-to-heel angle to target different muscle groups. Each adjustment tones and sculpts your lower body for more defined results.

QUICK CONTROLS

-3–0% 1-Step™ Decline Controls
It's the newest revolution to the treadmill workout—walking at a decline. With 1-Step™ Decline Controls you can instantly adjust your decline to stimulate different muscles and add balance to your workout.

0–15% 1-Step™ Incline Control
Boost your weight loss with 1-Step™ Incline Controls. These controls make it simple to change the incline, so you can reduce impact on your joints, burn fat calories, and add variety to your workout.

0–12 MPH 1-Step™ Speed Control
Enhance your workout with 1-Step™ Speed Control. These convenient controls instantly change the speed of the treadmill, so you can focus on your workout.

1-Step™ Resistance Controls

Transform your workouts into progressive training with 20 digital resistance levels. A quick adjustment adds intensity to your workout for faster results.~~!~~ ~~Plus, e~~Each adjustment is smooth and natural with SMR™ Silent Magnetic Resistance.

WARRANTY

Warranty
~~The 510 Rear Drive Elliptical is backed by~~ A~~a~~ Lifetime Frame Warranty and a 1-Year Parts & Labor Warranty back the 510 Rear Drive Elliptical.

Comment [a11]: If the ampersand isn't part of the warranty title, it should be spelled out for consistency.

Gold's Gym® Descriptions

ARMS

Adjustable, Multi-Grip Handlebars
Featuring advanced comfort technology, these handlebars are ergonomically designed to cut down on fatigue. Y~~Plus, y~~ou can adjust the height to get a personalized fit.~~!~~

Comfort Handlebars
Raise your comfort level with handlebars designed to prevent aching in your hands, wrists and arms. ~~Now~~ Y~~y~~ou can now work out longer for better results.~~!~~

CrossWalk® Upper-Body Workout Arms
Get a total-body workout for faster results. You'll burn more calories, lose more weight and tone more muscle —just by adding these workout arms.~~!~~

PEDALS

Oversized, Slip-Resistant Pedals
Target different muscle groups with oversized pedals that allow~~ing~~ several foot positions. ~~And, a~~This slip-resistant design delivers incredible stability for a better workout.

Pedals with Straps
To maximize the power of your pedal stroke and for added security, the Cycle Trainer 310 Exercise Bike features toe straps. ~~More advanced~~ R~~r~~iders can rotate the pedals to the opposite side for a more intense workout.

Comment [a12]: Is this the only product that uses these?

Pedals with Toe Cages and Straps
Keep your feet in place with built-in toe cages and straps.

3-Position Adjustable Pedals
Target different muscle groups for more defined results with 3-position pedals. Each adjustment tones your lower body for a balanced workout.

Self-Leveling Pedals
A breakthrough in comfort, these pedals keep your feet level for reduced ankle rotation.

14" Stride Length
Strengthen your lower body with reduced strain on your joints, back and hips. With a 14" stride, you'll target the right muscle groups for amazing results.

QUICK CONTROLS

0–10 MPH QuickSelect™ Speed Control
Instantly change the speed of the treadmill with QuickSelect™ Controls. With the touch of a button, quickly adjust your speed from 0–10 MPH. You will nNever have to waste time scrolling through options again.

0–10% QuickSelect™ Incline Control
Change the treadmill's incline and burn more calories. With QuickSelect™ Incline Control, you can adjust your incline from 0–10% for better, faster results.

WARRANTY

Warranty
This Gold's Gym® elliptical is backed by Aa 90-Day Parts & Labor Warranty back this Gold's Gym® elliptical.

Comment [RDB13]: If the ampersand is not part of the warranty title, it needs to be spelled out for consistency.